

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .RESTORE OUR FUTURE

Product RESTORE OUR FUTURE

Estimate# 1900

Buyer ELISE CLOYD

Phone#

Fax#

Agency () MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E //1900

Flight Dates 08/14/2012 - 08/20/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	10A-11A	TODAY 3	:30	\$300.00	08/14-08/17	4	1	4	\$1,200.00	
	2	TU-F	12P-1P	NOON NEWS	:30	\$450.00	08/14-08/17	8	1	8	\$3,600.00	
	3	TU-TH	5P-530P	5P NEWS	:30	\$1,100.00	08/14-08/16	3	1	3	\$3,300.00	
	4	TU-F	11P-1135P	LATE NEWS	:30	\$1,000.00	08/14-08/17	4	1	4	\$4,000.00	
	5	TU-F	1135P-1235A	TONIGHT SHOW	:30	\$500.00	08/14-08/17	8	1	8	\$4,000.00	
	6	W	10P-11P	LAW ORDER	:30	\$1,200.00	08/15-08/15	2	1	2	\$2,400.00	
	7	SA	6A-7A	SAT DAY BREAK	:30	\$300.00	08/18-08/18	2	1	2	\$600.00	
	8	SA	7A-8A	NEWS SAT AM	:30	\$650.00	08/18-08/18	2	1	2	\$1,300.00	
	9	SA	6P-630P	6P NEWS SAT	:30	\$850.00	08/18-08/18	1	1	1	\$850.00	
	10	SA	11P-1130P	LATE NEWS	:30	\$1,000.00	08/18-08/18	1	1	1	\$1,000.00	
	11	SU	6A-7A	SUN NEWS BREAK	:30	\$300.00	08/19-08/19	2	1	2	\$600.00	
	12	SU	7A-8A	NEW SUN AM	:30	\$825.00	08/19-08/19	1	1	1	\$825.00	
	13	SU	8A-9A	SUN TODAY	:30	\$950.00	08/19-08/19	1	1	1	\$950.00	
	14	SU	9A-10A	MEET THE PRESS	:30	\$750.00	08/19-08/19	1	1	1	\$750.00	

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Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	SU	10A-1030A	TO THE POINT	:30	\$300.00	08/19-08/19	1	1	1	\$300.00	
	16	M	10A-11A	TODAY SHOW 3	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	
	17	M	12P-1P	NOON NEWS	:30	\$450.00	08/20-08/20	2	1	2	\$900.00	
	18	M	5P-530P	5P NEWS	:30	\$1,100.00	08/20-08/20	1	1	1	\$1,100.00	
	19	M	11P-1135P	LATE NEWS	:30	\$1,000.00	08/20-08/20	1	1	1	\$1,000.00	
	20	M	1135P-1235A	TONIGHT SHOW	:30	\$500.00	08/20-08/20	2	1	2	\$1,000.00	
	21	W-F	6A-7A	6A NEWS	:30	\$650.00	08/15-08/17	3	1	3	\$1,950.00	
	22	F	10P-11P	DATELINE	:30	\$1,200.00	08/17-08/17	1	1	1	\$1,200.00	
	23	SU	8P-1130P	NFL PRESEASON	:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
	24	M	6A-7A	6A NEWS	:30	\$650.00	08/20-08/20	1	1	1	\$650.00	

---REPORT TOTALS---

Report Totals: 54 / \$36,775.00

---SALES MONTHLY TOTALS---

Aug 12: 54 / \$36,775.00

Sales Totals: 54 / \$36,775.00

Station Totals: 54 / \$36,775.00

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Advertiser	() .RESTORE OUR FUTURE		600 FAIRMONT AVE, S#306	Sales Office	() PHILADELPHIA
Product	RESTORE OUR FUTURE		TOWSON, MD 21286	Salesperson	() IAN AMBRON
Estimate#	1900	Agency C/P1/P2/E	//1900		
Buyer	ELISE CLOYD	Flight Dates	08/14/2012 - 08/20/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$135,501	CATV	0%	WOOD	27%	WOTV	0%	WWMT	40%	WXMI	13%
		WXSP	0%	WZPX	0%	WZZM	18%				

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE